SM

R.J. Reynolds Tobacco Company

Bill Roth
Region Sales Manager

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TO: **Dave Wilmesher**

RE: **Local Conventions and Outings**

Per your request, attached is a list of events we participated in during 1996 with plans to continue in 1997.

During my work with and discussions with managers in the Buffalo Region, we will evaluate each event for 1997.

- **Through Discovery Process we will Determine:**

  * Level of Partnership
  * Type of "Player" in our Markets (A,B, C,D)
  * Will it help us Sell more Cigarettes

Bottom line, we will determine if the event/cost is a need/benefit for R.J. Reynolds and if not, we will have deletions to the attachment.

Sincerely,

Bill

Bill Roth
BR/pkt
cc: Buffalo Region - DM's - KAM's - AM's

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Source: https://www.industrydocuments.ucsf.edu/docs/xspy0000

1997 Scheduled Outings/Trade Shows

Division	Manager	Event	Date	Attendee	Cost
1645	R. Duszynski	Kwik Fill Trade Show	March '97	3	$2,000.00
		Tripifoods	April '97	3	$ 850.00
		A.D. Bedell	June '97	2	$ 200.00
		GMR Golf Outing	August '97	2	$ 450.00
		Sugarcreek Golf Outing	September '97	2	$ 600.00
		Yellow Goose Golf	August '97	4	$ 120.00
		Kwik Fill Golf Outing	June '97	2	no charge
	A. Zecca	R.L. Jones Trade Show	April '97	2	$ 75.00
		Elmira Dist Trade Show	September '97	2	$ 150.00
1642	D. Keeney	NYACS Trade Show	May '97	3-4	$1,500.00
		Kinney Drug Golf Outing	June '97	2	$ 500.00
	H. Battle	TBI Trade Show	April '97	2	$ 350.00
		Rice Oil Golf Outing	June '97	2	$ 250.00
		RM O'Connell Golf	July '97	2	$ 250.00
		B&D Petro Golf Outing	August	4	$ 460.00
	S. Schwalm	McLane NE	April '97	2	$1,200.00
		Herkimer Wholesale	August '97	2	$ 750.00
		Nice N Easy Food Show	April '97	2	$ 400.00
		Nice N Easy Golf Outing	August '97	4	$ 400.00
1622	K. Myers	N. Country Candy	March '97	1	$ 150.00
		Gray's Wholesale	March '97	1	$ 150.00
1623	R. Westenberger	Vermont Grocers Association Convention	September '97	2	$1,500.00
		Finkle Tobacco Trade Show	August '97	2	$ 500.00

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